



European
Commission

2022

Campaign Key Messages

EUROPEAN **VOCATIONAL
SKILLS WEEK** 2022



[#EUVocationalSkills](#)

[#DiscoverYourTalent](#)

Employment
Social Affairs
and Inclusion

DISCOVER YOUR TALENT. YOUR JOURNEY. YOUR CHOICE.

Campaign Key Messages

TARGET GROUP

KEY MESSAGES



ALL

- You have talent. Discover your talent with vocational education and training (VET).
- Discover your talent and prepare today for Europe's economy of the future.
- Invest your time in vocational education and training – it's worth it. VET leads to better jobs and a better quality of life.
- Get the skills you need to thrive today and tomorrow in a fast-changing labor market.



YOUNG
LEARNERS
AND
PARENTS

- Maximise your career opportunities with vocational education and training (VET). VET enables you to learn and progress continuously, building skills and confidence. VET can set you on a path to a successful, rewarding career.
- New qualifications are valuable to employers and recognised across many industries. Vocational education and training – VET – improves your job prospects.
- Vocational education and training – VET – is the smart choice. It leads to high-quality jobs, wide career opportunities and stable employment.
- Challenge yourself in a new career. Engage actively in society, gaining an emotionally rewarding experience while participating in your local community. Learn to give while you gain.
- The green future needs new skills. Europe is here to help.

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ADULT
LEARNERS

- It's never too late! Vocational education and training – VET – is all about new opportunities.
- Vocational education and training - VET - gives adult learners the opportunity for a new career path, to skill-up for the new green transition.
- Constant learning is part of your career. New skills = employability, flexibility, and stability.
- Adult vocational education and training boosts personal skills and increases social opportunities and community engagement, giving you strong roots in Europe's future economy.



BUSINESSES

- Companies have skills gaps. Vocational education and training – VET - fill the gaps. Boost your business with continuous learning and upskilled employees.
- Future-proof your business with a continuous learning programme. Upskill and reskill your employees to create a flexible, switched-on team.
- Invest in education and training. The green economy needs new skills. Europe is here to help.
- Invest in future generations. Offer vocational education and training opportunities to young people. It's an investment in your business.

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KEY MESSAGES



PRIMARY AND
SECONDARY
TEACHERS
AND SCHOOLS/
CAREERS
AND ADULT
LEARNING
COUNSELLORS

- VET is a valuable option with a wide range of career opportunities.
- VET is recognised by industry and offers qualifications that are valuable to businesses.
- A full range of new options is open to learners completing VET studies.
- VET offers adults the possibility of pursuing a new professional path by equipping them with the most sought-after skills in today's marketplace.

